'Sunset Boulevard' Glitters At Last on Warner Screen

By Jay Carmody

Any effort you make to see "Sunset Boulevard," which opened today at the Warner and Ambassador Theaters, will be richly

In making this enthralling saga of a faded feminine film star played by Gloria Swanson, Paramount would appear to have swept virtually all of the merit awards for 1950. Moreover, it has written a fascinating obituary of the mov-

Themselves

played by William Holden.

tion's complacence toward her.

The reach of their relationship

covers the whole of the movie

come to her huge haunted house for evenings of bridge. Her writ-

love-nest, to visit the scene of his healthy failure and to seek out the

girl (Nancy Olson) who might

The nervous prying of "Sunset

have saved him.

from the great tottering

to re-possess his car.

ies' golden age when success was so cheap that cheapness became the hottest ambition of the industry.

"SUNSET BOULEVARD." a Paramount release, produced by Charles Brackett, directed by Billy Wilder, screenplay by Brackett, Wilder and D. M. Marshman Jr. At the Warner.

The Cast.

"Sunset Boulevard" owes its surface fire to the inspired cast headed by Miss Swanson, but its igniting force lies in the productive and writing genius of Charles Brackett and Billy Wilder.

Theirs is the basic work of summing up Hollywood's whole gaudy many content of the summing the productive and writing genius of Charles Brackett and Billy Wilder.

Theirs is the basic work of summing up Hollywood's whole gaudy many content of the Cast.

The Cast.

William Holden Gloria Swanson Max Von Mayerling Erich von Stronheim Betty Schaefer Nancy Olson Sheldrake Fred Clark Morino Lloyd Gough Artie Green Flist Finance Man Charles Dayton (Cecil B. DeMille Hedda Hopper Buster Keaton Anna Q. Nilsson

past, its bizarre palaces and the strange mad passions enacted within their mirrored walls. A tures have caught excerpts of this backward. eerie tale. "Sunset Boulevard" is the unabridged work which





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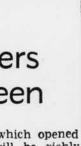
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Anna Q. Nilsson H. B. Warner

RISING STAR-Nancy Olson, young Paramount film player, is one of the important members of Gloria Swanson's supporting cast in "Sunset Boulevard," now at the Warner.

of the insane detail of the large The role she plays is that of swimming pool, the film has even is a funny thing. Norma Desmond, another queen, gone to Paramount.

temple she reared to her fan- film's most poignant, yet funny, grocer than the movies have been tastic boxoffice success, and sequences, Norma undertakes to leaving recently in the theme of dreaming her demented dream of sell C. B. De Mille, no less, that boy-meets-girl. doing it all over again. The sor- she is ready for her comeback as did detail of her story might have "Salome."

been culled from those decades of sensational headlines which Hol- Miss Swanson, who never had a formula for domestic comedy. lywood wishes never had been substantial role in her long reign His characters are all pleasant written, but which now are turned as a movie queen, makes a mas- humans who live a glossy life in into one of its really great melo- terpiece of the one that satirizes a glossy suburb. The most enher era in "Sunset Boulevard." gaging of them is Miss Byington "Sunset Boulevard's" heroine is Her Norma is a woman gone mad as the grandmother who disa woman of insane appetites whose with vanity, an empty human covers one day that she and the story is ironically funny as well catapulted into fame, unceremon- grocer who quarrels with her are iously dumped into oblivion, and merely victims of loneliness. These have consumed many a now trying to grope and claw her To the consternation of her victim in their day and in Norma's way back.

twilight they center upon a hand- It is a brilliant and endlessly daughter-in-law (Ruth Hussey) some, weak-willed young writer engrossing portrait she etches for Miss Byington and Grocer Gwenn this redeeming screenplay. It start capering like a pair of ado-Here is a character made to dominates but does not obscure lescents. They see movies from order for Norma from the day he the numerous others such as Hol- the love seats in the balcony, whirls into her Sunset boulevard den's degenerating writer; Erich keep late hours, coo the old driveway to elude the men come von Stroheim's ferociously loyal simple-minded language of love, chauffeur who once was Norma's and finally stage a fiery spat over She sees him at once as heaven- husband and greatest director; the attentions of Charles Coburn sent, the male who will feed her and Miss Olson's wide-eyed young- who tries to break into the game. the youth she lost and who will ster who tried to save the writer

write with her the script of from Norma and himself. "Salome," in which she will make These are the standout perform- surprise you but it is all acted a comeback that will shatter a na- ers in a huge cast adorned with with such amiability that it could the presence of many of the actual annoy no one. Yesterday's first In this soulless, mindless woman ghosts of an earlier Hollywood audience mostly feminine, seemed

and a writer anxious to sell his day. soul and mind to the nearest bid- Not in many a year has so large Maybe "Louisa" is a woman's der. "Sunset Boulevard" has an a cast and such extravagant pro- picture. J. C. irresistible combination of central duction been utilized to tell a story of such dazzling drama that one

forgets its few minor flaws. ADVERTISEMENT.

colony. Norma's friends are few, ing paramour occasionally breaks

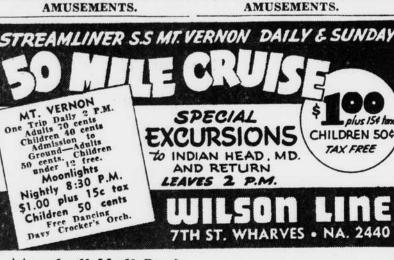


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The Cast. Ronald Reagan Mr. Burnside Meg Norton Louisa Norton Cathy Norton Jimmy Blake Chris Norton

loves a lover is being submitted to a piquant test in "Louisa," 5:55, 7:55 and 9:55 p.m. This is the screen story of a 11:15 a.m., 1:20, 3:25, 5:30, 7:35 moreland Circle. Rehearsals will grandmother who kicks up her and 9:45 p.m. heels, falls in love with a philosophic grocer, and steals the 3:40, 6:05 and 8:40 p.m.

is driven berserk by her antics. 9:45 p.m. slice of life the script examines. made "Louisa" has been so agree-These go with Norma and her last able about its every detail that 5:25, 7:35 and 9:45 p.m. dozen earlier and memorable picinstead of taking another look new boy to the best tailors, folit may well work out that love

Plaza—"Pagliacci"; 11:45 a.m., ater. Ernie Tannen, WGAY radio low them through the round of does not have to be young to be 1:20, 3, 4:40, 6:25, 8:05, 9:45 and announcer, will be the master of parties, observe the amour be- attractive. Certainly when Spring 11 p.m. Miss Swanson gives the per- tween the two in its most intimate Byington, Edmund Gwenn, Charles Trans-Lux - "Destination wraps up the theme and leaves formance of her career in this aspects. Before it ends up with Coburn and the others in this Moon"; 11:05 a.m., 12:50, 2:40, the industry free to look ahead ruthless satire on the era in which Normas' shot that drops the es- fable finish their work, they have 4:25, 6:15, 8:05 and 9:55 p.m. she was an early cinema queen. caping young man dead into her left the impression that love still

> Also, there is more novely in and 9:40 p.m. living in the mouldy ruln of the On this scene, in one of the the subject of grandma-meets-

> > Author of this switch is Stanley Roberts, who has not driven himself crazy trying to escape the

> > son (Ronald Reagan) and

The incident of the film contains absolutely nothing that will to find it very funny indeed.



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Schaefer, a young girl who loved

Joe with all her heart!

Hollywood

Story...

1

and Betty

Guild Deadline Where and When The deadline for renewal of

subscriptions to the Theater Guild-

American Theater Society Wash-

night at 8 at the Westmoreland

start September 13 and the play is

to be presented on November 10,

night at 8 at the Viers Mill The-

ceremonies. Amateurs who wish

to take part in the contests should

get in touch with David Gins-

burg, Sidney Lust Theaters, 711

AMUSEMENTS.

LAST 6 DAYS

Fourteenth street N.W.

Current Theater Attractions and Time of Showing

ington series, this season to be Ambassador - "Sunset Boule- seen at the Gayety, has been post-"LOUISA." a Universal release, produced by Robert Arthur, directed by Alexander Hall, screenplay by Stanley Boberts, At Keith's.

Ambassador — "Sunset Boule- seen at the Gayety, has been post-vard"; 1:10, 3:15, 5:20, 7:25 and poned to Saturday night. The subscription office in Room 120 of Capitol-"Summer Stock"; 11 the Raleigh Hotel will be open toa.m., 1:45, 4:30, 7:15 and 10 p.m. day and Saturday from noon until

Charles Coburn a.m., 1:45, 4:30, 7:15 and 10 p.m. day and Sauth Stage show; 12:55, 3:40, 6:25 and 5 p.m. to receive last minute Ruth Hussey
Edmund Gwenn
Spring Byington
Piper Laurie
Scotty Beckett
Jimmy Hunt
Connie Gilchrist
Willard Waterman
Martin Miner
Martin Miner
Terry Frost

Stage show; 12:55, 3:40, 6:25 and 5:20 renewals.

Columbia—"Shakedown"; 11:25
Columbia—"Shakedown"; 11:25
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Columbia—"Shakedown"; 11:25
The Westmoreland P

Dupont - "The Third Man"; The Westmoreland Players will Dave Willock 1:30, 3:30, 5:30, 7:35 and 9:45 p.m. open their first full season with Keith's-"Louisa"; 11:15 a.m., Emlyn William's melodrama, "A 1:25, 3:30, 5:40, 7:50 and 10 p.m. Murder Has Been Arranged," and Little—"Dumbo"; 12, 1:55, 3:55, will have final tryouts tomorrow Metropolitan-"Tea for Two"; Congregational Church, 1 West-

National—"Mississippi"; 12:50, 11, 17 and 18. Palace - "The Black Rose"

romantic play in a family that 11:30 a.m., 2:05, 4:35, 7:10 and Amateur Night Universal-International which Playhouse - "Panic in the The first of a series of talent Streets"; 11:20 a.m., 1:15, 3:20, contests will be held tomorrow

Warner - "Sunset Boulevard": 11:15 a.m., 1:15, 3:15, 5:20, 7:20

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Charles Brackett, Billy Wilder and D. M. Marshman, .

LIKE THIS BY BRACKETT AND WILDER, IT WON FOUR ACADEMY AWARDS. IT WAS "THE LOST WEEKEND."

Opens 11 A.M. **AMBASSADOR** Opens 1 P.M.

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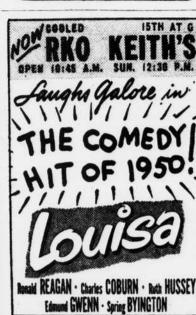
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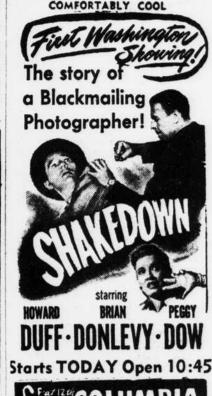


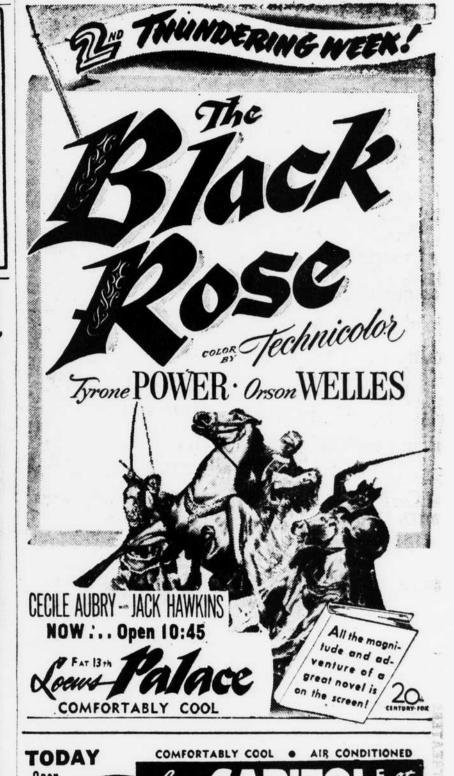




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